

Don't Forget Our Tailoring and Dress Making Dep'ts

Get just what pleases you in our big Silk and Dress Goods Department and let us make it for you. Plain Tailored Suits, Fancy Tailored Suits and Fancy Gowns for any purpose or occasion. Up-to-minute in style and workmanship THE BEST. LET MISS MAJOR HELP, PLAN AND DESIGN FOR YOU.

J.B.M.

J.B. Mosby & Co.

Special Handkerchiefs

Women's Handkerchiefs.—All-Linen Hemstitched Handkerchiefs, with neat hand-embroidered initial; 16 2-3c value; special, 10c.

Women's Handkerchiefs.—All-Linen Dimity Handkerchiefs, with dainty colored borders and small initial to match border; 25c value; special, 16 2-3c.

Laces, Laces, Laces

Hundreds of dainty kinds. French and German laces. In every new pattern and design. CORRECTLY PRICED NOVELTY LACES in all the latest ideas; in every width and style. In white, cream, black and color. There is no taste, idea or whim that we can't please and thoroughly satisfy. We invite you to inspect carefully. Ask to see the different new kinds. We have given extraordinary care and attention to the buying and selection of MATCHED LACES. Full sets, all widths and all colors. You'll find here, WE'RE NEVER OUTCLASSED OR OUT-VALUED IN LACES.

New Embroideries

Our direct import of fine embroideries this season will meet every demand and every purse. You must see the line. You'll find all weights, widths and designs from the narrow, dainty edge to wide, elaborate flounce. We've marked them at prices that will insure you the best values in Richmond. This we know; you'll know it, too, when you see them.

New Dress Trimmings

We invite all who want correct dress trimmings to come and inspect the best and most complete line of high class trimmings ever brought to Richmond. There is absolutely no doubt in the matter of pleasing you. We invite you to look just as long and just as often as you wish.

Our \$1 Gloves

We sell the best dollar glove made. Fine French kid in all the new and staple shades. Every pair fitted and guaranteed at our glove counter. Special value, \$1.00.

Our \$1.50 Glove

Made of finest French kid and finished in the most perfect manner. We fit and fully guarantee these gloves. Every wanted color. \$1.50.

New Chamois Glove

The glove that cleans or washes, and always looks new. All sizes at \$1.00.

Perrin's First Quality Gloves

Extra French kid, full 12 button length, all colors. The \$2.50 kind, special, \$2.50. Every pair fully guaranteed.

Guaranteed Hose

There's satisfaction in these. They must satisfy you or you get a new pair free. For women, at 25c and 35c. For children, at 25c. For women, SILK HOSE AT \$1.25, \$1.50 and \$1.60.

Women's New Lace Hose

In lace boot and all over lace, in the newest designs. All sizes at 55c and 50c.

A Special Purchase of Women's New Spring Suits

Go on sale Monday at Prices that barely cover the Cost of the Material used in their Making

Special Lots made to our order. These suits are the productions of Manufacturers who are recognized as authorities, and were created by designers whose clever ideas are responsible for many of the smart styles that will prevail when the gladsome springtime season is again at hand.

We are elated at the magnificence, style and practicability of these special lots. It would be an easy matter for us to put them in our regular lines and mark them at their real worth, which would net us a handsome profit. But that is not our way of doing. When we benefit by a special purchase, our patrons benefit by our good fortune,—and on Monday we will place these handsome suits on sale on the same basis of saving at which they came to us.

Women's \$25.00 and \$27.50 New Spring Suits \$18.75

Even before the Spring Suit selling has really begun we come forth with a sale that brings you this spring's authentic new fashions at prices lower than are usually quoted at the end of a season. These are not winter suits, but this spring's newest garments, direct from the show rooms of New York's best makers. Suits of splendid serges, shark skin, hopsacking and fancy mixed materials, and other new desirable weaves. In the very latest spring shadings and the always correct blacks. Coats in the 33 and 35-inch lengths, semi-fitting, lined with peau de cygne or light weight satin. Skirts in the new plaited or skirted styles. Being sample garments, you can be sure that they are tailored to a nicety and fit accurately. Suits in size 31; suits in size 33; suits in size 35; suits in size 37; suits in size 39; suits in size 41; suits in size 43; suits that would easily bring \$25.00 and \$27.50; choice of any suit in this lot, \$18.75.

Women's \$35.00 and \$37.50 New Spring Suits \$27.75

Because of the difference between the selling price and their actual value one might infer that these are last season's garments. To quickly set aside any such impression, we wish to emphasize as forcibly as we know how that these are this season's newest suits in styles that will be the reigning favorites for 1910 Spring and Easter wear. Magnificently constructed of high quality serges, diagonals, shark skins, hopsacking and the newest novelty fabrics, introduced for spring wear. The color range is particularly extensive and includes all the newest shadings and dressy blacks. Coats in the various correct lengths, two and three-button front, some with long roll collars, lined with peau de cygne and satin. Skirts fashioned in this spring's newest models. In the following range of sizes:—Suits, size 18; suits, size 34; suits, size 35; suits, size 36; suits, size 37; suits, size 38; suits, size 39; suits, size 40; suits, size 41; suits, size 42; Suits that possess every new fashion feature that will be in vogue this spring. Actual \$35.00 and \$37.50 values, choice of any suit, \$27.75.

Special Fine Silk Parasol

Made of heavy all silk taffeta, in all colors, with stylish, imported wood handles. \$3.50 value, special, \$2.99.

New Parasols

STOCK NOW IN, and we wish to say that never before have we shown a stock as varied and complete. We were careful to buy the choicest only in kind, color and style. Plain and fancy stick, in all the popular lengths. Doesn't matter what color you want, we've got it.

New Neckwear

LINEN COLLARS: many new ideas in the embroidered kinds, at 25c, 50c, 75c and 98c.

LACE TURNOVER COLLARS, all new styles, at 25c, 50c and 59c.

NEW JABOTS, in great variety of entirely new designs at 25c, 50c and 59c.

Fancy Ribbons

More than fifty styles in fancy ribbons. All designs, colors and color combinations, and in all the popular widths. See our specials at 25c, 29c and 35c.

New Shell Goods

We're showing all the new ideas in barrettes, combs and braid pins. Specially priced from 10c to \$1.25.

Fourth Floor Specials

50 ROLLS JAPANESE MATTING, hand-some carpet designs, assorted colorings, worth \$12.00, but only \$10.00 roll, 40 yards, 80c yard cut.

100 ROLLS CHINA MATTING, good heavy quality and in all the new spring patterns. Worth \$10.00, but only \$7.50 roll, 40 yards, 25c yard cut.

100 ROLLS CHINA MATTING, extra heavy quality and in choice patterns. Worth \$11.00, but only \$11.00 roll, 40 yards, 30c yard cut.

75 ROLLS COCHIN CHINA MATTING, in small checks and stripes. Best quality, and assorted colors. Worth \$16.50, but only \$13.00 roll, 40 yards, 35c yard cut.

36-INCH WHITE DRAPERY SWISS, in fancy figures and dots, at 12 1/2c, 15c, 20c and 25c.

CRETONNES AND SATTEENS, full 36 inches wide. In great variety of stripes and floral patterns. Worth 18c and 25c, special, 10c yard.

CASEMENT CLOTH AND SCRIMS, in fancy figures, stripes and many new designs, for all kinds of draperies. Specially priced at 15c and 25c.

NEW SILKS AND DRESS GOODS

We are now showing more than 100 weaves in Imported Woolens, including all the latest color mixtures and color combinations. The popularity of our TAILORING DEPARTMENT has made it necessary for us to increase our assortment of Fine Tailor Suitings, and, of course, the best only finds place on our shelves. Those who want Good Goods, Tailored to Fit, will keep in touch with these two Great Departments.

Exclusive Rough Silks

ROUGH SHANTUNGS, 27 inches wide, 20 colors, at 59c.

ROUGH SHANTUNGS, 27-inch INDRO, 25 colors, at \$1.00.

SATIN SHANTUNGS, 27-inch ROOLAH, 10 colors, at \$1.10.

SATIN SHANTUNGS, 27-inch SALOME, 15 colors, at \$1.35.

CASIMERE SHANTUNGS, 27-inch BARON-ESS, 15 colors, at \$1.50.

NATURAL COLOR SHANTUNGS, 27 to 36-inch, at \$1.00, \$1.10, \$1.25 and \$1.50.

TWO-TONE SHANTUNGS, 25 inches wide, 10 colors, at \$1.35.

BLACK SHANTUNGS, 27 inches wide, at \$1.00, \$1.25, \$1.35, \$1.50 and \$1.75.

Cashmere de Soie

This beautiful silk sells on sight. Cashmere weight, satin finish. All colors.

27 inches wide at \$1.00.

36 inches wide at \$1.50.

10 Pieces Black Taffeta

In high, lustrous black and best loom finish. 36-inch, \$1.25 value, at 89c.

Beautiful Foulards

100 Exclusive Styles at 59c.

We are showing the Finest Foulard creations ever made to sell for such a price. It's medium weight, and is woven very strong and durable. Comes in a smooth pongee finish, in dots and variety of small figures and designs; 24-inch, in all colors; special, 59c.

Showerproof Foulards

58c is the Fixed Price.

We don't control the price, but we DO CONTROL in this city dozens of exquisite designs in all the "pet" shades of the season. To see them is to buy them. Take your pick at 58c. See the 40-inch French Foulards at \$1.75.

Crinkle Crepes

Something new, and is an ideal silk where style and beauty are wanted, at a small cost. Colors for all occasions. 20-inch; worth 75c; special, 59c.

Ninon

The best all-silk chiffon cloth, dainty, delicate, dressy. We control it in Richmond and recommend it first to those who want the best. 41-inch, all colors, \$1.50.

Woolen Dress Goods

CHECKS AND STRIPES.

Shepherd checks, in black and white and blue and white; also, great variety of white and cream grounds, with black stripes.

Half wool kinds at 50c and 60c.

All wool kinds at \$1.00 to \$2.00.

BLACK GOODS.

We sell the best blacks only, and if you buy here, you have your suit made here, SATISFACTION IS YOURS.

STRIPED WOOLENS.

Narrow stripes in one-shade and two-shade effects are very stylish, and we are showing a great line at \$1.00 and \$1.50.

MIXED WOOLENS.

We are showing about 50 styles in Scotch and English mixtures for smart tailor suits, also in weights for fancy dresses. All the leading colors and color combinations are here at \$1.00, \$1.50 and \$1.75.

PLAIN TAILOR SERGES.

We are showing all the best kinds of Hard-Finished Tailor Serges, in black, navy, gray and cream, 36 to 56 inches wide, at 60c to \$1.75 yard.

OUR BIG SECOND FLOOR

The showing of beautiful goods in all the big departments on this floor will interest the style hunter, the quality hunter and the bargain hunter. Wash Goods, White Goods, Dress Linens, Table Linens, Bed Linens, Corsets and Underwear. Everything the best—values included. Something to interest you in every department. VISIT THE SECOND FLOOR ON MONDAY.

Corsets

Thompson's Special No. 1, made of fine batiste, lace and ribbon trimmed. A new up-to-date model, extreme hip and back, medium bust, very low under arm, supporters side and front. \$1.50 value, special for Monday, only \$1.00.

16 2-3 Colored Batiste, 31 inches wide, 200 patterns to select from. Special, 12 1/2c yard.

\$1.50 all linen, hemstitched Pillow Cases, size 45x36, special \$1.00 pair.

\$1.75 all linen, hemstitched Pillow Cases, scalloped edge, size 46x36, special \$1.25 pair.

\$6.30 all linen hemstitched Sheets, size 90x96. A bargain at \$6.00. Special while they last, \$4.45 pair.

\$1.50 all linen hemstitched Napkins, size 15x15, special, 98c dozen.

\$1.00 all linen German Damask, 73 inches wide, all new designs. Special 76c yard.

\$1.60 all linen Bleach Damask, 72 inches wide. An extra special for \$1.15 yard.

\$2.00 Huck Towels, size 18x38, red and blue borders. Special, \$1.50 dozen.

\$4.00 all linen Huck Towels, damask border, size 20x40, special, \$3.00 dozen.

\$2.00 all linen, scalloped edge Table Cloth, size 58x60, special, \$1.45 each.

75c All Linen Scarfs, size 18x54. Special, 60c each.

Remnants of Table Linen and Crash, at greatly reduced price.

One lot of slightly soiled Napkins and Cloths at less than cost.

\$2.50 Nainsook, 36 inches wide, 12 yards to piece. Special, \$1.75 piece.

\$1.50 Long Cloth, 36 inches wide, 12 yards to piece, a bargain at \$1.35 a piece.

\$7.00 and \$8.00 Marseilles Quilts, plain and fringed, with cut corners, double bed size. Special, \$4.98 each.

\$1.75 Fringed Quilts, with cut corners, a good value for \$1.75. An extra special, \$1.20.

25c Mercerized Lawn, 40 inches wide, very sheer extra quality. Special, 19c yard.

16 2-3 White Lawn, 40 inches wide, a good value at 12 1/2-3c, special, 12 1/2c.

39c Linen Lawn, 36 inches wide, about 100 yards to lot. Special, 25c.

25c Dotted Swiss, 27 inches wide. Special, 12 1/2c yard.

25c Italian Rep, 27 inches wide, white only, special, 17c yard.

An Invitation

Is Extended to the Ladies of Richmond to Attend the

Formal

Spring Opening

IN OUR

Millinery Department

Tuesday and Wednesday,

March 8th and 9th,

Where We Shall Exhibit Many

Imported

Model Hats

From the Famous Ateliers of

Georgette, Amicy, Virol,

Rhine, Reboux,

Pouyenne, Maison Lewis,

As well as the Leading American

Styles and Original Interpretations

by Our Own Artists.

Miss C. E. Cunningham.